

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Previously Presented) A method comprising:

receiving a first search query having a first content, the first content comprising a plurality of components;
rewriting the first search query into a modified search query;
mapping the first search query to the modified search query in a cache memory;
receiving a second search query having a second content;
determining whether at least a portion of the second content matches the first content;
responsive to the at least one portion of the second content matching the first content,
substituting the modified search query for the at least one portion of the second content to form a modified second search query; and
issuing a search of the modified second search query having the substituted modified search query to return one or more search results as responsive to the received second search query.

2. (Previously Presented) The method of claim 1, further comprising:

determining whether the second content matches the first content;
responsive to the second content matching to the first content, substituting the modified search query for the received second search query; and
issuing a search of the modified search query to return one or more search results as responsive to the received second search query.

3. (Previously Presented) The method of claim 1, further comprising:

responsive to the second content not comprising any portion that matches the first content, issuing a search of the received second search query.

4. (Original) The method of claim 1, wherein the cache memory comprises a look-up table for the mapping.

5. (Original) The method of claim 1, wherein the search of the modified second search query is issued to a backend data system.

6. (Original) The method of claim 5, wherein the backend data system is physically apart from the cache memory and comprises one or more databases having data to be searched.

7. (Original) The method of claim 5, wherein the cache memory comprises a look-up table mapping the first search query to the modified search query; and

wherein the backend data system is physically apart from the cache memory and comprises one or more databases having data to be searched.

8. (Original) The method of claim 1, wherein the step of mapping is performed offline prior to the step of receiving the second search query; and the step of substituting is performed online upon receiving the second search query.

9. (Original) The method of claim 1, wherein the step of rewriting the first search query into the modified search query comprises:

determining that the first search query is frequently received;

issuing the first search query to the backend data system to find information related to the first search query;

determining additional content for the first search query based on the related information; and

rewriting the first search query into a modified search query having the first content and the additional content.

10. (Original) The method of claim 1, wherein the step of rewriting the first search query into the modified search query comprises:

determining a more common or popular phrase or term for the first content of the first search query; and

rewriting the first search query into the modified search query having the more common or popular phrase or term in place of the first content.

11. (Original) The method of claim 1, wherein the first and second search queries are received at a first system of a search site, and the search of the modified search query is issued by a search engine in the first system.

12. (Original) The method of claim 11, wherein the first system of the search site comprises the cache memory.

13. (Original) The method of claim 11, wherein the cache memory is physically apart from the first system of the search site.

14. (Original) The method of claim 11, wherein the step of rewriting is performed by the first system of the search site.

15. (Original) The method of claim 14, wherein the steps of mapping and determining are performed by the first system of the search site.

16. (Original) The method of claim 14, wherein the cache memory is a database in a cache memory system of the search site, and the steps of mapping and determining are performed by the cache memory system.

17. (Original) The method of claim 11, wherein the cache memory is a database in a cache memory system of the search site, and the step of rewriting is performed by the cache memory system.

18. (Original) The method of claim 17, wherein the steps of mapping and determining are performed by the cache memory system.

19. (Original) The method of claim 17, wherein the steps of mapping and determining are performed by the first system of the search site.

20. (Original) The method of claim 1, wherein the cache memory comprises a memory chip.

21. (Original) The method of claim 1, wherein the cache memory comprises a disk-storage memory device.

22. (Original) The method of claim 1, wherein the step of rewriting the first search query into the modified search query comprises:

determining an additional phrase or term for the first content of the first search query; and
augmenting the first search query with the additional phrase or term.

23. (Currently Amended) A computer-readable medium having computer-executable instructions contained therein for performing a method ~~on which is encoded program code, the program code method~~ comprising:

~~program code for~~ receiving a first search query having a first content, the first content comprising a plurality of components;

~~program code for~~ rewriting the first search query into a modified search query;

~~program code for~~ mapping the first search query to the modified search query in a cache memory;

~~program code for~~ receiving a second search query having a second content;

~~program code~~ for determining whether at least a portion of the second content matches the first content;

~~program code~~ for substituting the modified search query for the at least one portion of the second content to form a modified second search query in response to the at least one portion of the second content matching the first content; and

~~program code~~ for issuing a search of the modified second search query to a backend data system to return one or more search results as responsive to the received second search query.

24. (Currently Amended) The computer-readable medium of claim 23, wherein the method further comprising comprises:

~~program code~~ for determining whether the second content matches the first content;

~~program code~~ for substituting the modified search query for the received second search query in response to the second content matching the first content; and

~~program code~~ for issuing a search of the modified search query to the backend data system to return one or more search results as responsive to the received second search query.

25. (Currently Amended) The computer-readable medium of claim 23, wherein the method further comprising comprises:

~~program code~~ for issuing a search of the received second search query to the backend search system in response to the second content not comprising any portion that matches the first content.

26. (Currently Amended) The computer-readable medium of claim 23, wherein ~~the program code~~ for mapping the first search query to the modified search query in the cache memory comprises ~~program code~~ for generating a look-up table for the mapping.

27. (Currently Amended) The computer-readable medium of claim 23, wherein the ~~program code~~ for mapping is provided configured to run offline prior to the step of receiving the second search query; and the ~~program code~~ for substituting is provided configured to run online upon receiving the second search query.

28. (Currently Amended) The computer-readable medium of claim 23, wherein ~~the program code for~~ rewriting the first search query into the modified search query comprises:

~~program code for~~ determining that the first search query is frequently received;
~~program code for~~ issuing the first search query to the backend data system to find information related to the first search query;
~~program code for~~ determining additional content for the first search query based on the related information; and
~~program code for~~ rewriting the first search query into a modified search query having a first content and the additional content.

29. (Currently Amended) The computer-readable medium of claim 23, wherein ~~the program code for~~ rewriting the first search query into the modified search query comprises:

~~program code for~~ determining a more common or popular phrase or term for the first content of the first search query; and
~~program code for~~ rewriting the first search query into the modified search query having the more common or popular phrase or term in place of the first content.

30. (Currently Amended) The computer-readable medium of claim 23, wherein ~~the program code for~~ rewriting the first search query into the modified search query comprises:

~~program code for~~ determining an additional phrase or term for the first content of the first search query; and
~~program code for~~ augmenting the first search query with the additional phrase or term.

31. (New) A method comprising:

receiving at a search interface a first search query having a first content;
determining an indicator of frequency with which the first search query has been previously received at the search interface;
when the first search query is determined, based on the indicator of frequency, to be among a group of most frequently received queries relative to other queries received at the

search interface that are different than the first search query, rewriting the first search query into a modified search query and mapping the first search query to the modified search query in a cache memory;

receiving a second search query having a second content;

determining whether at least a portion of the second content matches the first content;

responsive to the at least one portion of the second content matching the first content, substituting the modified search query for the at least one portion of the second content to form a modified second search query; and

issuing a search of the modified second search query having the substituted modified search query to return one or more search results as responsive to the received second search query.

32. (New) A computer-implemented method comprising:

receiving from a plurality of different users, at a search interface, a first search query having a first content;

rewriting the first search query into a modified search query;

executing a search of the first search query to produce a first set of results, and executing a search of the modified search query to produce a second set of results;

providing the first set of results to a first subset of the plurality of different users, providing the second set of results to a second subset of the plurality of different users that is different than the first subset, and tracking responses to the first set of results and the second set of results;

when tracked responses to the first set of results and second set of results indicate a user-preference for the second set of results, mapping the first search query to the modified search query in a memory;

receiving a second search query having a second content;

determining whether at least a portion of the second content matches the first content;

in response to a determination that the least one portion of the second content matches the first content, substituting the modified search query for the at least one portion of the second content to form a modified second search query; and

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issuing a search of the modified second search query having the substituted modified search query to return one or more search results.